

NASHVILLE

THE RISE OF

WAFFLE HERO



PRINT FX
COMICS

The modern world gave us advanced methods of communication that our ancestors never had. How we sell and buy products has changed because of Coca-Cola. In 2029 it has been announced that we will go back to the moon and that we will colonize Mars.

STEVE: *(Coca-Cola's main marketing engineer and lead innovative think-tank coordinator for the beverage and its brands)* "We will be left in the dust."

GARY: "Okay, Steve. Wanna explain why to the rest of us?"

STEVE: "How can they be discussing space travel if they haven't addressed some BIG key issues? Space has germs: planets have germs. Doesn't anybody remember Nixon talking to the astronauts while they were inside a protective capsule?"

GARY: "Oh yeah, I do! But I thought that was for radiation?"

STEVE: "Yes, some of it was for that reason, but it was more for a possible biological contamination."

GARY: "Steve, I'm confused. How, what, why is this going to leave us in the dust?"

STEVE: "Gary, I'm about to tell you why...our beverage will never survive low to zero gravity conditions. In fact, Gary, Coca-Cola is very much an Earth drink that needs Earth's gravity to be properly enjoyed...you see, Gary? Coca-Cola hired me to create new paths to this brand and beverage and I tell you when you drink Coca-Cola in space you won't be able to properly enjoy it. You need gravity to keep the liquid down! The gases rise to the top and you get a loud burp...it's fun! Not in space however...it's all mixed up liquid and gases. you end up having wet burps."

GARY: "Steve I didn't know that was a problem? why do we care?"

STEVE: "We should care, and we better start caring fast. I'm not saying that Coca-Cola would be the hydrating liquid of choice for astronauts. No, the choice would obviously be water. What I'm saying is that our product and brand will just always be an earth product and I've already been working on a solution to further the brand across the solar system. It's what these space mission companies aren't telling us that's bothering me. If we are going to space and conquer new environments, how come their space suits aren't germ resistant? How come Elon Musk hasn't created here on Earth a model of what a Mars home would look like, how it can detect germs. The self-sanitizing features and how it fights germs for you? My guess is they haven't even thought about it, and I also bet they don't have any of that technology developed yet."

GARY: "Dude that's an amazing observation so how does Coca-Cola fit in?"

STEVE: “For the past 3 years I’ve been working on a wearable technology I call ‘MIC’ – Marketing Integrated Coveralls. Yes, I’ve been working in secret with compartmentalized engineers in textile with luminous fabric. I’ve put together fabrics that kill germs, resist the extreme temps of space, and keep the wearer safe in space, yes, I’ve designed the most advanced space suit made by Coca-Cola, while our beverage will only be an earth product, our name Coca-Cola will be synonymous with protection from germs, a glaring gap in safety that these space companies haven’t addressed. That’s how we will create the biggest paradigm shift in history. So, the suit does several things that are very innovative in its germ defense design. First, its fabric has a blend of electroceutical fabric that kills germs if they land on you.

Secondly, we have woven into the MIC a light emitting at the 222 nano meter range that kills germs up to 500 square feet. Its safety mechanisms will be standard in space travel and with that our brand, we are placing Coca-Cola’s name all over this...we are the brand that got serious about space travel because we want to advertise on other worlds and be the first. Guys hold on, I’m not done...while I was developing the light emitters on the suit, I got creative and had the words Coca-Cola scroll across the suit. At first, I was simply trying to place the germ-killing light on strategic spots on the suit and one thing led to another and I created a new way to advertise. We will model the suit strategically around the country with just our images and logos displayed on the suit itself. I was able to dial into another wave length and patent this wavelength that I call the marketing light. It captures your attention and mesmerizes you. We own it. Would you like to see the MIC and a demonstration?”

TEAM: “Yes! Yes! Yes! Yes!”

STEVE: “Look!”

From the back of the room a man wearing a red jumpsuit walks in he has bright luminous words scrolling all over his outfit ‘Coca-Cola’

GARY: “Wow that is one of a kind!! It’s...it’s so futuristic!”

The man in the red jumpsuit walks up to and stands next to Steve.

STEVE: “Everyone, meet our MIC operator and model for our suits, which by the way we all need to get into the habit of calling them MICs, our operator is a Military veteran and current art major with theater and performance experience. We need certain skills that can properly present the strength of our invention.”

MIC gives a walking and interacting demonstration. He walks around the presentation room as he does the suit goes through a variety of displays and visual functions all related and themed to Coca-Cola and its brand. It is a giant

success.

Years go by, and Coca-Cola firmly patents the MIC they use the same strategy that the Happy Birthday song people used. Anyone other than Coca-Cola who uses this technology to advertise their brand would be sued to nonexistence. The MIC operator is well known by the public...his public demonstrations go viral when he walks by Coke vending machines they automatically go down in price as a marketing attraction.

PUBLIC: "Hey everyone, it's the Coca-Cola man!"

They know that the Coca-Cola man has advanced technology that is focused on the tasty beverage. Year after year Steve worked on his MIC and added new features. Steve gave the MIC the ability to call in drones that would form above the wearer QR codes for a free Coke or a special message. The drones would even form Coca-Cola logos and designs.

Year after year, more and more innovations in MIC technology until one day...Steve brings in his MIC operator and he's being cryptic in explaining his newest evolution for his luminous sections.

STEVE: "So, here is my latest creation that will bring the MIC into the next millennium. I've integrated eye-sensing technology that reads where our eyes are when the public looks at you. I'm telling you that the MIC Suit can record data on where a person's eyes are looking at specifically what sections of your body or for our purposes what sections of the MIC the average person is looking at. This data helps the MIC adjust the patterns so that the words Coca-Cola are ALWAYS read...no dead space staring. Also, we have built-in micro-nano cameras that project whatever is going on behind you on your front torso display effectively making you camouflaged or nearly invisible. Think of how out of nowhere you will be able to pull off an effect like suddenly appearing! Now that's how you advertise! Here take these strips and place them on the MIC. They are self-organizing and self-arranging. They will place themselves at the most optimum levels that appeases the symmetry that the human eye loves to see."

The MIC operator follows his orders...he has always taken his Coca-Cola man role seriously and never speaks while in character, after all he is paid to promote Coca-Cola and not speak although no one ever said not to, he decided to interpret the part that way. He would just be a master of walking and showing the MIC. Both MIC the operator and Steve watched as the new technology self-arranged and integrated seamlessly onto his MIC. It was impressive to see something so advanced. What MIC was witnessing was hard to describe, Steve on the other hand looked on in a confident agreement with how the new tech was choosing its areas to place itself.



BARTLETT HALL

Y.M.C.A.

STEVE: “So here’s the deal: I’ve been working with the most advanced technology to make the latest changes. It’s called ‘Mantis’. We have had some very interesting results in the lab, and I can’t wait to see the data that comes in from you wearing this version...report back any findings. I will see you in three months.”

So, the MIC wearer had his orders. Business as usual. Go walk around and impress the public with the gadgets and upgrades...although he couldn’t quite place his finger on it, this new tech made him feel very electric as if it was tickling him! Either way, he kept walking. It was going to be fun to use the camouflage features and eye tracker counter. He was looking forward to seeing all the new data. The MIC wearer thought to himself that he would cut through the woods and try out the camouflage option! The MIC (Marketing Integrated Coveralls) technology combined with the new Mantis luminous self-organizing lights started doing their thing. To the MIC wearer’s surprise, he felt no change, but the suit showed it was indeed in camouflage mode.

The next step was to perform in front of the public to gauge an audience reaction. The MIC wearer continued walking through the woods and eventually saw some buildings on the other end. The MIC wearer had walked through these woods before, and he did not remember buildings being there. As he kept walking a clearing appeared and a parking lot with buildings on the other end. Time to find some folks to impress. Walking through the parking lot and into the complex of buildings he sees a sign that says Maryville College. walking through the parking lot and into the complex of buildings he reads where he’s at...Maryville College? What is that?

Well okay, he thought to himself, never mind how a shortcut through the woods got him where he presently is. MIC the operator continued walking because he knew that ‘the show must go on’ such is the saying to those in the performing arts. He saw a bunch of people...students by the looks of it...time to de-camouflage and render himself visible with the scrolling Coca-Cola logos. MIC the operator did so flawlessly his seamless transition from not visible into suddenly visibly walking scrolling logos was a stunning effect that made the onlooking students scream in amazement!

PEOPLE: “WHAT!!! YO BRO ITS FIRE!!”

Wow, what a success thought the MIC operator...this is great, they love it. A sign hung above sections of newly renovated areas in the school that read ‘KT week 2023’. It was not 2023, it’s 2033. Why did an old year on a banner hang by the trees?

MIC: “Ok I don’t like that...back to camo mode.”

And just like that the students had seen the first experience of what they would call...Maryville Colleges Coca-Cola Man.

The MIC Operator didn't like the peculiar out of place experiences he was having. On top of that it all started with the new upgrade Steve gave him with the MANTIS technology. So far, the upgrade has been impressive. The reaction from the onlookers gave an immediate data reading, nearly all visual facial gestures captured by MANTIS were scored favorable all the way to enthusiastic brand follower. The superior ratings came in green letters that informed you of your target range of "wooing" or "selling" through your interactions. In other words, your performance was being rated in real-time by an advanced system that captures and combines all non-verbal body gestures and shows you a positive or negative rating! It was a real happy new toy moment for the MIC Operator. He continued reading the data. It rated everyone precisely based on body temps, hand gestures, breathing rates and length of direct non-breaking eye contact...and how close a person came to you. It calculated the onlooker's distance from the MIC Operator! It also gave that a rating. if they came closer to you positive, if they went further away, negative.

MIC OPERATOR: "I can easily get lost exploring you all day MANTIS! Okay, where am I?"

The MIC Operator was still in camouflage mode walking back from where he came from. MIC retraced his steps back into the woods. On his walk back he couldn't help but to continue admiring the new MANTIS parts he now had. It did indeed show where the most 'hits' visually were located which were surprisingly his hands.

MIC OPERATOR: "What does that data mean? Well if I'm reading that correctly I will just incorporate a few hand gestures and I will mime and point more. If the data improves to the center of my chest, it will be because I placed my hands there deliberately. This data is life changing. I will be able to make corrections on the fly and get people to genuinely smile and be happy, which is the main goal of any marketing."

MIC OPERATOR "If this suit is so smart it would have GPS."

Well, the walk back was cool. It gave him time to fiddle with his new gadget, the MANTIS which the MIC operator was totally drooling over because he had never seen anything so advanced. His mind was racing with all the adjustments he could make on the spot. Before the only way of knowing how effective any performance was through a unanimous popularity vote by the media and the vast variety of boring social networks...what MANTIS was capturing and recording was something much better...it was the TRUTH. Graded and captured moments and reactions that can't be doctored by a filter or mask. The MIC operator was absorbing the reality of what he was possessing and wielding. No matter what people claim to feel when they first see the 'Coca-Cola Man' the MANTIS had already registered an individual's body response rated by the data, it was great to see displayed... this person 'yes', this person 'no', which almost all were 'yes' based off total indicators tallied.

MIC OPERATOR: "Just pure genius work Steve."

MIC OPERATOR: "I see it!"

The MIC operator was coming up on a clearing out of the woods. He wanted to get his bearings and return to the lab...why wait 3 months? MIC had the data right now. BUT why hands? thought the MIC operator. It was almost comical to consider the tremendous eye candy suit one was wearing to lose to hands! Right behind 'hands' was 'face', which is obvious when everyone looks at people's faces first. The MIC operator clicked on the word hands and information was displayed that showed the accumulation of all hand related information compiled from texts, visual media, and various knowledge sources on earth. MANTIS was really showing off all its 'party tricks' here. Several bite-size pieces of information were given at a time. MANTIS automatically went into instructor mode and began defining several reasons why his hands were getting all the views. The MIC operator skipped over a lot of the filler information and focused his attention on the section under psyche/conditioning. The information was in plain terms. After reading this part it stated that humans seek nonverbal communication on an unconscious level!

MIC OPERATOR: "So, the answer is easy, signal with my hands more Got it!!!"

A new message was displayed...it was from Steve!!

STEVE: "The MANTIS hardware is a lot more than just advertising. One of its features is to distort time/space around you. I'm sure you noticed by now! From my end it looks like you're in a big block of Swiss cheese made purely of space/time. As my research progressed, I realized it wasn't Coke that needed saving but rather humanity. It's the past we have to fix with the same layer of germ safety we integrated into the astronaut suits and MIC's all those years ago....listen to me carefully, MIC. The distortions will close in a few hours...I give you a choice stay in 2023 and really help Coca-Cola by bringing the Cuverro self-sanitizing "Bricks" in the red briefcase we left for you at your house. Show them proof of how we build in our version. Keeping our customers safe and preventing germs is what the homes of Mars would do.

I must add something ...In 2023, Coca-Cola doesn't know you and they have never heard of something like this...you'll have to remind them of that speech I gave all those years ago! Getting left in the dust? Earth beverage? I'm looking at your location and the property where the lab would be is too distorted. You will have to walk home this time buddy...but hey, you get to play some more with that new toy!"

MIC thought "Heavy stuff...could this be true? The solution Steve was implying? Showing Coca-Cola self-sanitizing bricks with Cuverro was really going to save



Coca-Cola? I thought we were already throughout the solar system. Why do we need to revisit the past? It wasn't even that crazy to the MIC operator that he was in a distortion in the year 2023. He always believed that Steve would come up with something this crazy.

MIC thought "What a madman you are Steve."

The MIC operator's walk home was extremely uneventful. He did that on purpose. It was nice to enjoy not being looked at. The camouflage mode was his favorite now. Camouflage mode was one of the ways to charge the suit, during this mode the suit absorbs all the light that hits it along with the mechanical energy absorption from walking. The suit would always inform the MIC operator when it was charging. Idle moments were not wasted by MANTIS. The hardware seemed to self-charge after being still longer than 5 seconds. It also indicated when it was receiving charge from one of its many methods.

MIC OPERATOR: "Well, I'm home thank goodness. I'm showering and going straight to bed...goodnight red briefcase."

The MIC Operator awoke the next morning feeling well-rested. He could swear that the MANTIS technology was equipped with something special because he yearned to wear it and feel its radiant energy. He bet that Steve loaded it up with hidden features. Nothing is off the table with how Steve thinks and connects the dots. He is ahead of the next big ideas and movements. MANTIS was relaying a message.

MANTIS MESSAGE: "Distortions and time wounds will close at sundown for approximately 2,160 hours."

MIC OPERATOR: "Uh okay, what's that in days?"

MANTIS MESSAGE: "90 days."

MIC OPERATOR: "That's three months! Gee, I wonder what else Steve forgot to mention."

The MIC operator headed over to the kitchen where the red briefcase was. It was just a small briefcase with the white Coca-Cola letters on both sides on a red background.

MIC OPERATOR: "OK let's see what the fuss is about inside here!"

The MIC operator opens the briefcase. Inside laid a brick with the 'Cuverro' technology which was silver and glittery. Nothing impressive but Steve said that the self-sanitizing brick will truly save Coca-Cola. Along with the brick was information on a person named Kin Takahashi who was a foreign exchange student from the 1890s that attended Maryville College in Tennessee. His contributions to the school included fund raisers, bringing the sport of football to

the south and...Brick making!...Kin Takahashi created along with fellow students 300,000 bricks which he then used to build the country's first YMCA on a school campus. The completed buildings name is Bartlett Hall...so that was what that banner last night meant 'KT week 2023'.

Knock Knock Knock. It was the MIC operator's neighbor and #1 fan.

NEIGHBOR "Look check me out!!!"

He was wearing a full jumpsuit bright yellow in color.

NEIGHBOR: "Be honest, do you think Coca-Cola would like my idea?"

MIC OPERATOR "What are you? A guy in a yellow jumpsuit at 8 am on a Tuesday?"

NEIGHBOR: "Yep they are in dire need of that!"

Both chuckle at each other.

NEIGHBOR: "Haha! I was playing around and came up with a character. I know Coca-Cola would love. Our talks have inspired me. Plus, all those years as a parachute rigger in the military is wasting away. Sewing together parachutes is a hop and a skip away from tailoring clothing and gear".

The MIC operator's neighbor had a point. They had lived next door to each other for years and always had time to be neighborly to each other. Both men shared a camaraderie that military veterans had. One of the impressive skills his neighbor had was, he is one of only three qualified, certified, and licensed individuals in the country allowed to rig and pack the astronaut landing capsule.

MIC OPERATOR: "Okay, so are you the 'Yellow Dude'?"

NEIGHBOR "Actually I'm not going to tell you; I'm going to show you when I'm done. I just finished sewing it all together...pretty good huh?"

MIC OPERATOR: "I agree it looks great. I don't know how to tailor or stitch but I know quality and it looks great so far."

It was true his neighbor did have talent at stitching. The fabric looked of great quality simply because his stitching was of military quality with an angled tailored cut.

NEIGHBOR "Thanks MIC. I'm going to go to my garage and keep grinding away. I'm working on the logos. I don't have fancy lights like you but, black should pop nicely on the yellow background, right?"

MIC OPERATOR "I can't wait to see it, buddy."

The MIC operator went back to the red briefcase and held the self-sanitizing brick

in his hand and studied it.

MIC OPERATOR thought “Well if Steve has connected the dots and is confident these bricks with Cuverro will change everything then I must help and accept his mission.”

Moments later Mantis was announcing a new message.

MIC MESSAGE: “Instructions for your stay in 2023 are as follows you are enrolled at MC as an ART MAJOR...use this opportunity to implement the strategy of bringing self-sanitizing technologies to building and construction materials, demonstrate the advancement of this field from KT’s 1895 brick to the latest ‘Cuverro’ version. The use of MIC (Marketing Integrated Coveralls) for advertising Coca-Cola is still authorized, continue the role of Coca-Cola man.”

MIC thought it over, would he really pass up an opportunity where they were pretty much begging him to help? MIC OPERATOR thought “No way am I going to pass this up! I’m in!” The MIC Operator got busy preparing for his 3 months stay in 2023.

MIC OPERATOR: “How cool...no wonder those people gave me such great reactions, they’ve never heard of me or seen anything like me. I’m going to have fun showing off the Mantis!”

The MIC operator busied himself with system checks, eating and squaring away his responsibilities so that he can have peace of mind while he is in the 2023 distortion.

NEIGHBOR: “MIC! Check me out!”

It was MIC’s neighbor, at his window again.

NEIGHBOR: “MIC! Can you see what I added?”

His neighbor had been busy all day with adding black letters with the logos. W and H were in a round circle on each side of his chest and a big one on his back. The logos were well done for being handmade. MIC’s neighbor had his suit very nicely logoed in black on bright yellow.

NEIGHBOR: “It’s Waffle House. It’s a 24-hour restaurant which sells Coke products, and I came up with a character which I call ‘Waffle Hero.’ One of his super powers is that he can get a waffle in your hands insanely fast. I think that’s why people are impatient at that chain; they make addictive waffles, and the people can’t get them fast enough. I came up with the concept of Waffle Hero walking from one W/H to another all while having fun and launching super-fast waffles.”

The MIC operator was not expecting an actual great idea like that. He was right, Waffle Houses were 24-hour businesses that stayed open no matter what. They even helped gauge how bad or severe a particular storm or weather event is based on if the Waffle House located in or near the storm closes or not.

NEIGHBOR: "Are you about to leave?"

MIC OPERATOR: "Yes, just let me finish suiting up and I'll come out and meet you."

The neighbor really had him thinking about that angle...too bad Coca-Cola would never allow the idea, The (Marketing Integrated Coverall) was specifically synonymous with the brand Coca-Cola only and owned entirely by Coca-Cola. MIC Operator thought "But not in 2023."

The MIC operator quickly powered the suit on and donned it, ok all systems are a go, camouflage mode on. The MIC operator couldn't wait to make an entrance and show his friend the upgrades called Mantis. He would walk outside to greet his friend and appear in front of him when he phased out of camo mode.

The MIC operator made his dramatic entrance and flawlessly phased in front of his neighbor. From nothing to suddenly appearing scrolling Coca-Cola logos all over him like stock market tickers.

NEIGHBOR: "WOW!"

MIC OPERATOR: "Yep! Coca-Cola owns the wavelength. It's made to grab you like a deer in headlights."

NEIGHBOR: "MIC, I wish Waffle Hero had that technology."

The MIC operator explained most of the new bells and whistles the Mantis did.

NEIGHBOR: "I can't believe the Mantis does all that! I could see myself doing that for Waffle Hero."

A message displayed for the MIC operator to see. It simply said "Waffle Hero" in green letters. MIC OPERATOR thought "Could it be that Mantis was approving of his friend?" The MIC Operator had an urge, almost an instinct, to place a few Mantis pieces onto his friend's handmade suit. MIC OPERATOR thought "What harm could it do?"

The MIC operator reached to his torso and pulled off a couple of handfuls of the mantis technology. Interestingly it almost felt guided and intuitive that this needed to happen. As he held the mantis pieces in his hands, he watched the rest that were still attached to him, self-assembling into even and symmetrical patterns. His friend watched in amazement, wide eyed at the fact that he was about to let him test drive the mantis for himself! Just like a military ceremony MIC placed the mantis pieces on his friend "Waffle Hero." Instantly the



THE RISE OF WAFFLE HERO

By
Temis Guzman

- *Paladin*
- *Light Man*
- *Advertising Legend*
- *& Overall Superhero*

pieces self-organized into symmetrical layouts. Waffle Hero just stared on in amazement. He held his arms in front of him, palms up watching Mantis find the most optimized spots for placing itself on Waffle Hero. One by one the pieces found suitable spots, immediately following this each piece went into a system check. For the first time both friends watched the words "Waffle Hero" brightly scroll over several revolutions. Parts of Waffle Heros Mantis pieces didn't have words scrolling but rather chevrons and checkered patterns.

MIC Operator thought "My pieces don't do that. They only scroll the words, Coca-Cola." All the bestowed Mantis pieces were running their systems check on Waffle Hero. The suit looked like a million bucks now. Mantis was producing foreground light and background light which made Waffle Heros suit look like electric yellow velvet with Vanta black. A final Mantis piece formed itself into a pair of glasses with a thin horizontal slit.

MIC Operator thought "He looks amazing!!!"

The MIC operator's friend stood wearing for the first-time Coca-Cola's patented marketing technology, the Mantis. It was truly very advanced, and they hadn't even begun to see what it could really do!

MIC OPERATOR: "I'm going on a three-month gig."

WAFFLE HERO: "Really? Where to?"

More like when, thought the MIC OPERATOR

MIC OPERATOR: "Oh you know they always have me doing something new. I must test out the Mantis on the public. We need the data it captures."

WAFFLE HERO: "So, what's in the briefcase?"

MIC OPERATOR "How about I tell you when I get back? Will you do me a favor? Keep the mantis technology pieces safe and let me know what you think...I'll be back soon."

Waffle Hero couldn't believe it. He placed the Mantis glasses on and immediately the suit glowed intensely. Even the MIC operator man squinted.

MIC OPERATOR: "Oh...so...That's what the glasses are for."

WAFFLE HERO

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